

**WHAT IS CLAIMED IS:**

1. A composition comprising:

at least one anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from a fatty alcohol and a carboxylic acid;

at least one additional anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from an alkoxyated fatty alcohol and a carboxylic acid; and

at least one oxidizing agent.

2. The composition according to claim 1, wherein said at least one anionic associative polymer and said at least one additional anionic associative polymer are present in a combined amount effective to stabilize the composition.

3. The composition according to claim 1, wherein said fatty alcohol of said at least one anionic associative polymer is chosen from C<sub>8</sub> to C<sub>36</sub> fatty alcohols.

4. The composition according to claim 1, wherein said at least one anionic associative polymer is chosen from copolymers derived from (i) at least one monomer chosen from C<sub>10</sub>-C<sub>30</sub> alkyl acrylates, and (ii) at least one monomer comprising at least one carboxylic acid group.

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5. The composition according to claim 4, wherein said at least one monomer comprising at least one carboxylic acid group is chosen from acrylic acid and methacrylic acid.

6. The composition according to claim 4, wherein said at least one anionic associative polymer further comprises at least one unit comprising at least one ester chosen from esters derived from acrylic acid and esters derived from methacrylic acid.

7. The composition according to claim 1, wherein said at least one anionic associative polymer is crosslinked with at least one allyl ether chosen from allyl ethers of sucrose and allyl ethers of pentaerythritol.

8. The composition according to claim 1, wherein said at least one anionic associative polymer is chosen from Acrylates/C10-30 Alkyl Acrylate Crosspolymers.

9. The composition according to claim 1, wherein said alkoxylated fatty alcohol is chosen from polyethylene glycol ethers.

10. The composition according to claim 1, wherein said at least one additional anionic associative polymer is chosen from copolymers derived from (i) at least one monomer comprising at least one ester derived from a carboxylic acid and a polyethylene glycol ether and (ii) at least one monomer comprising at least one carboxylic acid group.

11. The composition according to claim 10, wherein said at least one monomer comprising at least one carboxylic acid group is chosen from acrylic acid and methacrylic acid.
12. The composition according to claim 10, wherein said at least one additional anionic associative polymer further comprises at least one unit comprising at least one ester chosen from esters derived from acrylic acid and a polyethylene glycol ether, and esters derived from methacrylic acid and a polyethylene glycol ether.
13. The composition according to claim 10, wherein said polyethylene glycol ether is chosen from polyethylene glycol ethers of at least one alcohol chosen from stearyl alcohol, lauryl alcohol, nondecanol, arachidyl alcohol, heneicosanol, behenyl alcohol, tricosanol, triacontanol, and hentriacontanol.
14. The composition according to claim 1, wherein said at least one additional anionic associative polymer is chosen from Acrylates/ Steareth-20 Methacrylate Copolymers and Acrylates/Beheneth-25 Methacrylate Copolymers.
15. The composition according to claim 1, wherein said at least anionic associative polymer is present in the composition in an amount ranging from 0.01% to 2.5% by weight relative to the total weight of the composition.
16. The composition according to claim 1, wherein said at least one additional anionic associative polymer is present in the composition in an amount

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ranging from 0.01% to 5.00% by weight relative to the total weight of the composition.

17. The composition according to claim 1, wherein said at least one oxidizing agent is chosen from hydrogen peroxides, bromate salts, percarbonate salts, perborate salts and enzymes.

18. The composition according to claim 17, wherein said at least one oxidizing agent is hydrogen peroxide.

19. The composition according to claim 1, wherein said at least one oxidizing agent is present in the composition in an amount ranging from 0.1% to 20.0% by weight relative to the total weight of the composition.

20. The composition according to claim 1, further comprising at least one adjuvant chosen from anionic surfactants, cationic surfactants, nonionic surfactants, amphoteric surfactants, anionic polymers different from said at least one anionic associative polymer and different from said at least one additional anionic associative polymer, nonionic polymers, cationic polymers, amphoteric polymers, inorganic thickeners, organic thickeners, antioxidants, stabilizing agents, propellants, sequestering agents, emollients, humectants, fragrances, acidifying agents, basifying agents, chelating agents, moisturizing agents, vitamins, essential fatty acids, proteins, protein derivatives, dyes, alkaline agents, reducing agents, preservatives, and opacifiers.

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21. The composition according to claim 1, wherein said composition is in the form of an aqueous emulsion, a suspension, a dispersion, an aerosol foam, a cream, a lotion, a solution, a paste, a gel, a spray, or a hydroalcoholic lotion.

22. A method for providing physical stability to an oxidizing composition comprising:

including in said oxidizing composition:

at least one anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from a fatty alcohol and a carboxylic acid; and

at least one additional anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from an alkoxyated fatty alcohol and a carboxylic acid;

wherein said at least one anionic associative polymer and said at least one additional anionic associative polymer are present in a combined amount effective to provide stability to said oxidizing composition.

23. The method according to claim 22, wherein said fatty alcohol of said at least one anionic associative polymer is chosen from  $C_8$  to  $C_{36}$  fatty alcohols.

24. The method according to claim 22, wherein said at least one anionic associative polymer is chosen from copolymers derived from (i) at least one

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monomer chosen from C<sub>10</sub>-C<sub>30</sub> alkyl acrylates, and (ii) at least one monomer comprising at least one carboxylic acid group.

25. The method according to claim 24, wherein said at least one monomer comprising at least one carboxylic acid group is chosen from acrylic acid and methacrylic acid.

26. The method according to claim 24, wherein said at least one anionic associative polymer further comprises at least one unit comprising at least one ester chosen from esters derived from acrylic acid and esters derived from methacrylic acid.

27. The method according to claim 22, wherein said at least one anionic associative polymer is crosslinked with at least one allyl ether chosen from allyl ethers of sucrose and allyl ethers of pentaerythritol.

28. The method according to claim 27, wherein said at least one anionic associative polymer is chosen from Acrylates/C10-30 Alkyl Acrylate Crosspolymers.

29. The method according to claim 22, wherein said alkoxyated fatty alcohol is chosen from polyethylene glycol ethers.

30. The method according to claim 22, wherein said at least one additional anionic associative polymer is chosen from copolymers derived from (i) at least one monomer comprising at least one ester derived from a carboxylic acid and a polyethylene glycol ether and (ii) at least one monomer comprising at least one carboxylic acid group.

31. The method according to claim 30, wherein said at least one monomer comprising at least one carboxylic acid group is chosen from acrylic acid and methacrylic acid.

32. The method according to claim 30, wherein said at least one additional anionic associative polymer further comprises at least one unit comprising at least one ester chosen from esters derived from acrylic acid and a polyethylene glycol ether, and esters derived from methacrylic acid and a polyethylene glycol ether.

33. The method according to claim 30, wherein said polyethylene glycol ether is chosen from polyethylene glycol ethers of at least one alcohol chosen from stearyl alcohol, lauryl alcohol, nondecanol, arachidyl alcohol, heneicosanol, behenyl alcohol, tricosanol, triacontanol, and hentriacontanol.

34. The method according to claim 22, wherein said at least one additional anionic associative polymer is chosen from Acrylates/ Steareth-20 Methacrylate Copolymers and Acrylates/Beheneth-25 Methacrylate Copolymers.

35. The method according to claim 22, wherein said at least anionic associative polymer is present in the composition in an amount ranging from 0.01% to 2.5% by weight relative to the total weight of said oxidizing composition.

36. The method according to claim 22, wherein said at least one additional anionic associative polymer is present in the composition in an amount ranging from 0.01% to 5.00% by weight relative to the total weight of said oxidizing composition.

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37. The method according to claim 22, wherein said at least one oxidizing agent is chosen from hydrogen peroxides, bromate salts, percarbonate salts, perborate salts and enzymes.

38. The method according to claim 37, wherein said at least one oxidizing agent is hydrogen peroxide.

39. The method according to claim 22, wherein said at least one oxidizing agent is present in the composition in an amount ranging from 0.1% to 20.0% by weight relative to the total weight of said oxidizing composition.

40. The method according to claim 22, wherein said oxidizing composition further comprises at least one adjuvant chosen from anionic surfactants, cationic surfactants, nonionic surfactants, amphoteric surfactants, anionic polymers different from said at least one anionic associative polymer and different from said at least one additional anionic associative polymer, nonionic polymers, cationic polymers, amphoteric polymers, inorganic thickeners, organic thickeners, antioxidants, stabilizing agents, propellants, sequestering agents, emollients, humectants, fragrances, acidifying agents, basifying agents, chelating agents, moisturizing agents, vitamins, essential fatty acids, proteins, protein derivatives, dyes, alkaline agents, reducing agents, preservatives, and opacifiers.

41. The method according to claim 22, wherein said oxidizing composition is in the form of an aqueous emulsion, a suspension, a dispersion, an aerosol foam, a cream, a lotion, a solution, a paste, a gel, a spray, or a hydroalcoholic lotion.

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42. A method for treating keratinous fibers comprising applying to said keratinous fibers at least one treatment composition comprising an oxidizing composition, wherein said oxidizing composition comprises:

at least one anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from a fatty alcohol and a carboxylic acid;

at least one additional anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from an alkoxyated fatty alcohol and a carboxylic acid; and

at least one oxidizing agent.

43. The method according to claim 42, wherein said at least one treatment composition is chosen from a dyeing composition, a bleaching composition, a permanent waving composition, and a relaxing composition.

44. The method according to claim 42, wherein said at least one anionic associative polymer and said at least one additional anionic associative polymer are present in a combined amount effective to stabilize the at least one treatment composition.

45. The method according to claim 44, wherein said fatty alcohol of said at least one anionic associative polymer is chosen from C<sub>8</sub> to C<sub>36</sub> fatty alcohols.

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46. The method according to claim 42, wherein said at least one anionic associative polymer is chosen from copolymers derived from (i) at least one monomer chosen from C<sub>10</sub>-C<sub>30</sub> alkyl acrylates, and (ii) at least one monomer comprising at least one carboxylic acid group.

47. The method according to claim 46, wherein said at least one monomer comprising at least one carboxylic acid group is chosen from acrylic acid and methacrylic acid.

48. The method according to claim 46, wherein said at least one anionic associative polymer further comprises at least one unit comprising at least one ester chosen from esters derived from acrylic acid and esters derived from methacrylic acid.

49. The method according to claim 42, wherein said at least one anionic associative polymer is crosslinked with at least one allyl ether chosen from allyl ethers of sucrose and allyl ethers of pentaerythritol.

50. The method according to claim 42, wherein said at least one anionic associative polymer is chosen from Acrylates/C<sub>10</sub>-30 Alkyl Acrylate Crosspolymers.

51. The method according to claim 42, wherein said alkoxylated fatty alcohol is chosen from polyethylene glycol ethers.

52. The method according to claim 42, wherein said at least one additional anionic associative polymer is chosen from copolymers derived from (i) at least one

monomer comprising at least one ester derived from a carboxylic acid and a polyethylene glycol ether and (ii) at least one monomer comprising at least one carboxylic acid group.

53. The method according to claim 52, wherein said at least one monomer comprising at least one carboxylic acid group is chosen from acrylic acid and methacrylic acid.

54. The method according to claim 52, wherein said at least one additional anionic associative polymer further comprises at least one unit comprising at least one ester chosen from esters derived from acrylic acid and a polyethylene glycol ether, and esters derived from methacrylic acid and a polyethylene glycol ether.

55. The method according to claim 52, wherein said polyethylene glycol ether is chosen from polyethylene glycol ethers of at least one alcohol chosen from stearyl alcohol, lauryl alcohol, nondecanol, arachidyl alcohol, heneicosanol, behenyl alcohol, tricosanol, triacontanol, and hentriacontanol.

56. The method according to claim 42, wherein said at least one additional anionic associative polymer is chosen from Acrylates/ Steareth-20 Methacrylate Copolymers and Acrylates/Beheneth-25 Methacrylate Copolymers.

57. The method according to claim 42, wherein said at least anionic associative polymer is present in an amount ranging from 0.01% to 2.5% by weight relative to the total weight of the treatment composition.

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58. The method according to claim 42, wherein said at least one additional anionic associative polymer is present in an amount ranging from 0.01% to 5.00% by weight relative to the total weight of the treatment composition.

59. The method according to claim 42, wherein said at least one oxidizing agent is chosen from hydrogen peroxides, bromate salts, percarbonate salts, perborate salts and enzymes.

60. The method according to claim 59, wherein said at least one oxidizing agent is hydrogen peroxide.

61. The method according to claim 42, wherein said at least one oxidizing agent is present in an amount ranging from 0.1% to 20.0% by weight relative to the total weight of the treatment composition.

62. The method according to claim 42, wherein said treatment composition further comprises at least one adjuvant chosen from anionic surfactants, cationic surfactants, nonionic surfactants, amphoteric surfactants, anionic polymers different from said at least one anionic associative polymer and different from said at least one additional anionic associative polymer, nonionic polymers, cationic polymers, amphoteric polymers, inorganic thickeners, organic thickeners, antioxidants, stabilizing agents, propellants, sequestering agents, emollients, humectants, fragrances, acidifying agents, basifying agents, chelating agents, moisturizing

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agents, vitamins, essential fatty acids, proteins, protein derivatives, dyes, alkaline agents, reducing agents, preservatives, and opacifiers.

63. The method according to claim 42, wherein said treatment composition is in the form of an aqueous emulsion, a suspension, a dispersion, an aerosol foam, a cream, a lotion, a solution, a paste, a gel, a spray, or a hydroalcoholic lotion.

64. A multi-compartment kit for treatment of keratinous fibers, said kit comprising at least two separate compartments, wherein

a first compartment contains an oxidizing composition comprising:

at least one anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from a fatty alcohol and a carboxylic acid;

at least one additional anionic associative polymer comprising at least one carboxylic acid group and at least one ester derived from an alkoxyated fatty alcohol and a carboxylic acid; and

at least one oxidizing agent; and

a second compartment contains a composition for treatment of said keratinous fibers.

65. A multi-compartment kit according to claim 64, wherein said composition for treatment of keratinous fibers is chosen from a dyeing composition,

